

**CERTIFICATE OF ELECTRONIC TRANSMISSION**

I hereby certify that this correspondence is being electronically deposited with the United States Patent and Trademark Office through the Electronic Filing System, on the below date:  
Date: October 30, 2007 Name: Scott A. Timmerman (Reg. No. 55,678) Signature: /Scott A. Timmerman/

BHGL Ref. No. 12729/38  
Yahoo! Ref No. Y00239US01

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application:

Elliot Yasnovsky et. al.

Examiner: Namrata Boveja

Serial No.: 10/700,837

Group Art Unit: 3622

RCE Filed: January 11, 2006  
Filed: November 3, 2003

Confirmation No.: 5781

For: SELF-SERVICE PLATFORM FOR  
SELLING ADVERTISING

**PRELIMINARY AMENDMENT AND REMARKS**

Mail Stop: RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Final Office Action dated October 3, 2007 and accompanying the attached Request for Continued Examination, please enter the following amendment and consider the following remarks: